

Fashion Calendar 1947

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 1, 1947</u>			
Now Going On- August 8	EXHIBIT OF SHOE PLATES An exhibit of plates from the Traphagen Library showing changing shoe styles from Greek and Roman times up to the present day as a source of new designs. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Friday August 1	ARMY AIR FORCE DAY "Air Power is Peace Power" will be the theme of Army Air Force Day, with special promotional material being prepared by the Sales Promotion Group of the National Retail Dry Goods Association for cooperating retailers. Chairman: Charles B. Dulcan, Sr., Hecht Co., Washington, D.C.	NRDGA	THROUGHOUT COUNTRY
Just Issued	"ONE HUNDRED BEST RETAIL ADVERTISEMENTS" "One Hundred Best Retail Advertisements" -- an advertising reference and source book reproducing, with editorial comment, winning advertisements in the nationwide contest held in January, 1947, during the NRDGA's 36th annual convention. Compiled by Howard P. Abrahams, Manager, Sales Promotion Division, NRDGA. Price: \$5.00 to members, \$7.50 to non-members. Contact: Howard P. Abrahams, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION, INC.	100 WEST 31ST ST.

WEEK BEGINNING MONDAY, AUGUST 4, 1947

Monday August 4 9:45 A.M. Breakfast	PRESS PREVIEW OF NEW SHOE SALON Opening of the Gunther Shoe Salon at a breakfast to be held at Gunther, 666 Fifth Avenue. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE SHOE SALON
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NEW YORK COLLEGE SHOP OPENINGS

Monday August 4	BLOOMINGDALE'S Publicity: Karen Hollis, VO. 5-5900.		3RD FLOOR
Monday August 4	KRESGE-NEWARK Informal modeling of college fashions by members of Kresge-Newark's College Board on Wednesday evening, August 6 in the 7th Floor Restaurant. Publicity: Marie R. Guthrie, Mitchell 2-8000.		3RD FLOOR
Monday August 4	FRANKLIN SIMON & CO. Fashion show on August 6 at 10:30 A.M. (See page 2). Publicity: Lenore Benson, WI. 7-9600.		3RD FLOOR
Tuesday August 5 3:00 P.M.	PRESS SHOWING OF COLLEGE FASHIONS Attendance by invitation. Publicity: Hazel Stewart, CA. 5-2300.	ARNOLD CONSTABLE & CO. 5TH AVE. & 40TH ST.	3RD FLOOR COLLEGE SHOP

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERECOLLEGE SHOP OPENINGS (Continued)

Wednesday August 6 10:30 A.M.	PRESS PREVIEW: COLLEGE FASHIONS Presentation of new college fashions, for specially invited college students and the fashion press. Attendance by invitation. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON & CO.	3RD FLOOR COLLEGE SHOP
Wednesday August 6 12:30 P.M. Luncheon	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS A press showing of new fashions from the Saks 5th Avenue "Seventh Heaven for College and Career." Attendance strictly by invitation. Publicity: Helen Kauper, PL. 3-4000.	SAKS 5TH AVENUE	PENTHOUSE CLUB 30 WEST 59TH ST.
Wednesday August 6	MACY'S NEW YORK Publicity: Helen Law, CH. 4-2000, Ext. 2431.		3RD FLOOR
Thursday August 7 9:30 A.M. Breakfast	PRESS SHOWING OF COLLEGE FASHIONS College fashion show for the press, to be presented at 10:00 A.M. Public showing at 5:45 P.M. (See July 25 announcement for opening of College Shop). Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR EAST BUILDING
Thursday August 7	DE PINNA Publicity: Dorothy Coburn, VO. 5-4800.		4TH FLOOR
Monday August 11 3:00 P.M.	PRESENTATION OF COLLEGE FASHIONS Showing of college fashions at the opening of the Saks 34th "College Knowledge" Shop. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR COLLEGE SHOP
Monday August 11	MARTIN'S (BROOKLYN) Publicity: Kay Connelly, TR. 5-3100.		
Thursday August 14 2:30 P.M.	SHOWING OF COLLEGE FASHIONS Fashion show to give a complete picture of college fashions. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S	5TH FLOOR
Saturday August 16 11:00 A.M.	SHOWING OF NEW COLLEGE FASHIONS New college fashions for the Fall and Winter season. Open to public. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	3RD FLOOR
Monday August 18	STERN'S Publicity: Betti Collins, LO. 5-6000.		3RD FLOOR
Monday August 4; Thursday August 7	INFORMAL SHOWINGS OF TUBULAR JERSEY Hourly showings of fashions made of tubular jersey, with a presentation during luncheon in the Restaurant, 4th Floor, West Building. Open to public. Publicity: Alvild Wiman, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	4TH FLOOR FABRICS DEPT.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday August 4 12:00 Noon	PREVIEW: "THE BIRD IN ART AND FASHION" Philip Vogelmann of the Onondaga Silk Co. will present a press preview of the Onondaga Exhibition: "The Bird In Art And Fashion." This will be followed by a luncheon and fashion show at the Sherry-Netherlands. Attendance strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	ONONDAGA SILK CO.	KENNEDY GALLERIES 785 FIFTH AVENUE
Tuesday August 5 5:00 P.M.	PRESS PREVIEW: NEW MODERN FURNITURE DEPT. Preview for press and home furnishings creators of A & S's "Contemporama"-- a new department of contemporary furniture and accessories. Open to public on Thursday, August 7, when foremost designers represented in the "Contemporama" will be guests of honor--Norman Bel Geddes, Norman Fox McGregor, Morris Sanders, Edward Wormley, Eleanor Forbes, Dorothy Liebes, and others. Six of the 17 "Contemporama" room settings will be sponsored by the following radio commentators: Marian Young, WOR's Martha Deane; Barbara Welles, WOR; Nancy Craig, WJZ; Margaret Arlen, WCBS; Maggi McNellis, WJZ; The Fitzgeralds. Home Forum to be held in the 8th Floor Special Events Center at 2:30 P.M. on "Contemporama" opening day, with talks by Home Planning Authorities. Contact: Frances Bemis, Public Relations, TR. 5-7200, Ext. 307.	ABRAHAM & STRAUS BROOKLYN	6TH FLOOR
Tuesday August 5 7:00 P.M.	FALL BUDGET MILLINERY FASHION PRESENTATION First Budget Millinery Show, sponsored by the Millinery Fashion Bureau and the Millinery Stabilization Commission for buyers, retailers and the fashion press. The following manufacturers will be represented: Alpine Hat Co.; Barbara-Bretton, Inc.; Beachurst Hats, Inc.; Bertlyn Corp.; Betmar Hats, Inc. (John-Frederics Jr.); Biltmore Hat Corp.; Bobsom Hats; Brae-Burn Hat Co.; Brenad Hats; Milton Brodskin Hats; Brody & Spector; Chesterfield Hat Corp.; Debway Hats, Inc.; Abe Del Monte, Inc.; Eisenberg Bros. & Morris J. Gerber; Ermos Hat Corp.; Etta-Leen Hats; Abe Fagan & Co.; Fairview Hats, Inc.; W. P. Fortune, Inc.; Joe Friedman Hat Corp.; Greenberg-Fisch Hat Co.; Juno Hats, Inc.; Kenmont Hat Co., Inc.; Lanrose Hat Co., Inc.; Madcaps Co.; Marwin Hat Co.; New Era Hats Inc.; Park Ave. Jr. Hats, Inc.; Park Dale Hat Co., Inc.; Playtoppers; Ann Portny, Inc.; Radcliffe Fashions, Inc.; Royal Maid Hats; Salfair; Scheer Bros. & Cooper; Singreene Hats; Stately Maid Hats; Tone Craft Hats; and Topps. Reservations Dinner and show, \$16.50; Mezzanine, show only, \$8.50. Show at 8:30 P.M. For tickets, contact: Millinery Stabilization Commission, 1450 Broadway, CH. 4-6547. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Tuesday August 5- August 13	FRENCH FALL AND WINTER OPENINGS Paris Fall Couturier openings: <u>August 5</u> : Molyneux, Balenciaga, Maggy Rouff. <u>August 6</u> : Lucien LeLong, Christian Dior, Schiaparelli, Hermes, Jacques Fath. <u>August 7</u> : Pierre Balmain, Patou, Charles Montaigne, Marcel Rochas, Agnes Drecoll, Paquin, Germaine Lecomte, Bruyere. <u>August 8</u> : Gres, Carven, Jeanne LaFaurie, Jacques Heim, Jeanne Lanvin. <u>August 9</u> : Madeleine Vramant, Jacques Costet. <u>August 11</u> : Jean Desses, Robert Piquet, Jacques Griffe, Nina Ricci. <u>August 12</u> : Worth, Gaston, Marcelle Dormoy, Calliste. <u>August 13</u> : Jacques Heim Jeunes Filles, Renee Patton, Marcelle Chaumont, Anny Blatt. Contact: Chambre Syndicale de la Couture Parisienne, 102 Rue de Faubourg Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS FRANCE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 6 2:30 P.M.	ANNUAL GLADIOLUS SHOW A gladiolus show will be given in conjunction with the Eastern N. Y. Gladiolus Society and the N. J. Gladiolus Society on Wednesday, August 6, from 2:30 P.M. to 10:00 P.M.; and on Thursday, August 7, from 10:00 A.M. to 5:00 P.M. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.	HORTICULTURAL SOCIETY OF NEW YORK	598 MADISON AVENUE
Thursday August 7 11:30 A.M.	PRESS SHOWING OF FALL MILLINERY Stein & Blaine will present a Fall collection of hats designed by Brandt. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	STEIN & BLAINE	15 WEST 57TH ST. 3RD FLOOR
August 8	AMERICAN NATIONAL RETAIL JEWELERS' ASSOCIATION CONVENTION (Aug. 8-Aug.15) Contact: Mr. Evans, 551 Fifth Ave., MU. 2-2764.		
August 10- August 16	MIDSEASON MARKET DATE OF THE SAN FRANCISCO MANUFACTURERS WHOLESALE ASSOCIATION IN SAN FRANCISCO.		
Tuesday August 12 12:30 P.M. Luncheon.	OPENING OF NEW SHOE AND BAG SALON Opening of a new Salon at 57 East Putnam Ave., Greenwich, Conn. by J. & J. Slater (established 1859) with a collection of Fall shoes and bags. Luncheon at the Pickwick Arms for visiting celebrities and the press of Westchester and Connecticut. Attendance by invitation only. Publicity: Helene O'Hara, BE. 3-2840.	J. & J. SLATER GREENWICH, CONN.	PICKWICK ARMS
Tuesday August 12 3:00 P.M.	PRESENTATION OF EVENING FASHIONS Presentation of evening fashions by Russeks from the collections of the Formal Dinner and Wedding Dress Guild, members of the New York Dress Institute. Attendance by invitation only. Publicity for Formal Dinner and Wedding Dress Guild: Eleanor Lambert, PL. 5-8580.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday August 12 4:00 P.M.- 7:00 P.M.	"LIFE WITH FATHER" FASHION PRESENTATION A fashion preview of the clothes worn in "Life with Father", a Warner Brothers production. (Movie features Irene Dunne, William Powell, ZaSu Pitts, Elizabeth Taylor, and the four boys.) About 40 costumes will be exhibited on mannequins in the McCreery "Big Top" Restaurant, 2nd Floor. (Please use Fifth Avenue entrance). Attendance by invitation only. Publicity: Alice Hutton, for James McCreery, WI. 7-7000; Abe Kronenberg, for Warner Brothers, CI. 6-1000.	JAMES McCREERY; WARNER BROTHERS	"BIG TOP" RESTAURANT 2ND FLOOR
Wednesday August 13 2:30 P.M.; 4:00 P.M.	TEEN-AGE FASHION PRESENTATION A & S will present teen-age fashions for Fall. Open to public. Publicity: Alvhill Wiman, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	8TH FLOOR SPECIAL EVENTS CENTER
Monday August 18	CHICAGO FASHION INDUSTRIES "HOLIDAY MARKET WEEK" Showing in individual showrooms of holiday lines of coats, suits, dresses, sports and loungewear, wash frocks, blouses, accessories, furs, intimate apparel, and infants' and children's wear.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 19 11:00 A.M.	CHRISTMAS SHOWING OF ITALIAN HANDICRAFT Press showing of Italian Handicraft for Christmas -- merchandise to be available in this country at importers. Attendance by invitation only. Contact: PL. 9-3190.	HOUSE OF ITALIAN HANDICRAFT	217 EAST 49TH ST.
Tuesday August 19 3:00 P.M.	"MINX MODES" NEW JUNIOR FASHIONS Presentation of "Minx Modes" fashions for Juniors by Saks 34th. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR JUNIOR DEPT.
August 19	NATIONAL AVIATION DAY (Tuesday)		
Wednesday August 20 2:30 P.M.; 4:00 P.M.	PIGTAILS FASHION PRESENTATION Showing of new A & S fashions for the "pigtails" age group. Open to public. Publicity: Alvchild Wiman, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	8TH FLOOR SPECIAL EVENTS CENTER
Beginning Friday August 22	BRITISH LEATHER EXHIBIT IN TORONTO British leather, footwear, gloves and leather goods will be shown in a composite prestige exhibit to United States and Canadian store buyers at the Canadian National Exhibition, Toronto. A selective display designed to show to North American buyers "the great advance which Britain's leather industries have made since 1939."	LEATHER, FOOTWEAR AND ALLIED INDUSTRIES CORP.	TORONTO CANADA
Saturday August 23 11:00 A.M.	FASHION SHOWING OF SPECIALTY DRESSES Gimbel Brothers will present a collection of specially-selected dresses at 11:00 A.M. Open to public. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	3RD FLOOR
August 24	ANNUAL ST. LOUIS COSMETIC SHOW AT HOTEL LENOX IN ST. LOUIS (August 24-30).		
August 24- August 30	SEVENTH ANNUAL REGIONAL COSMETICS SHOW IN PHILADELPHIA AT BENJAMIN FRANKLIN HOTEL.		
August 24- August 28	NEW YORK GIFT SHOW AT HOTELS NEW YORKER AND PENNSYLVANIA. Contact: George F. Little Management, 220 Fifth Ave., AS. 4-3161.		
Monday August 25	NEWSSTAND DATE: NEW KNITTING PUBLICATION <u>Modern Knitting</u> , a new quarterly "Service" magazine to be edited by Gizi Alton, designer and writer, will feature technical instructions for all types of knitting and crochet work. Unusual knitting problems may be referred to the magazine's staff for solution. <u>Modern Knitting</u> will be nationally distributed by the Independent News Co., 480 Lexington Ave. Editorial and advertising offices at 247 Park Ave. Price: 35¢. Publicity: Richard H. Roffman, PE. 6-0596.	INDEPENDENT NEWS CO. (480 LEXINGTON AVE.)	247 PARK AVENUE
August 27	AMERICAN LEGION CONVENTION IN NEW YORK (August 27-August 31).		
Thursday August 28 9:30 P.M.	FASHION SHOW AT BEACH RESORT Sydell will present her new Fall and Winter custom-made gowns, suits and cocktail clothes at the Lido Beach Club. Attendance by invitation only. Contact: Sydell, EL. 5-8729, or the Lido Beach Club management.	SYDELL GOWNS (666 FIFTH AVE.)	LIDO BEACH CLUB LONG ISLAND

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 1	LABOR DAY (Monday).		
Sept. 2	V-J DAY		
Tuesday Sept. 2 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of new daytime and evening fashions by The Tailored Woman during luncheon. (The St. Regis luncheon fashions show is being held on Tuesday, instead of Monday, because of the Labor Day holiday). Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday Sept. 2	<u>JAY THORPE</u> At 11:00 A.M.	24 WEST 57TH ST.	PUBL.: AUDREY DAVIS	CI. 7-4300
Tuesday Sept. 2	<u>MAINBOCHER</u> At 3:00 P.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Wednesday Sept. 3	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday Sept. 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 4	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 4	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Tuesday Sept. 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M. -- Designed by Castillo	691 FIFTH AVE.	PUBL.: KAY INGLIS-JONES	PL. 3-3410
Wednesday Sept. 10	<u>STEIN & BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Thursday Sept. 11	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE.	PUBL.: KATHLEEN LAMB	EL. 5-6800

Thursday Sept. 4 3:30 P.M.- 5:00 P.M. Cocktails	SHOWING OF NEW FALL MILLINERY Kay Brunell will introduce her new collection of Fall and Winter millinery at cocktails in the Blue Room of the Hotel Brevoort, 15 Fifth Avenue. Press invited. Contact: Kay Brunell, RE. 7-7490.	BRUNELL HATS (768 MADISON AVE.)	HOTEL BREVOORT BLUE ROOM
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Thursday Sept. 4	31ST ANNUAL LEATHER SHOW (Contact: Tanners' Council of America, 100 Gold Street, BE. 3-0494.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 6- Sept. 10	HOLIDAY AND RESORT SHOWING IN CHICAGO Presentation of holiday and resort fashions in apparel and accessories for women, misses, juniors, children.	STYLE EXHIBITORS, INC.	MORRISON HOTEL CHICAGO, ILLINOIS
Monday Sept. 8 1:00 P.M. Luncheon	LUNCHEON SHOWING OF NEW FALL FASHIONS Martha will present new sportswear, coats, daytime and evening suits and dresses--at the St. Regis Roof during luncheon. Press by invitation. Public by reservation. For reservations, contact, PL. 3-4500, Ext. 123. Contact Mrs. Martha Phillips, PL. 3-5625. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARTHA (501 MADISON AVE.)	ST. REGIS HOTEL ROOF
Wednesday Sept. 10 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Opening the new house of Henry a La Pensée, and advance showing of the Fall collection to the press. Attendance by invitation only. Publicity: Ilka Dickinson, CI. 6-4340.	HENRY A LA PENSÉE	8 EAST 54TH ST. 2ND FLOOR SALON
Wednesday Sept. 10 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Resumption of the Wednesday luncheon fashion shows for the 1947-48 season at the Waldorf with a showing of new fashions for Fall by Arnold Constable. Press by invitation. Public by reservation. For reservations, contact "Frank," headwaiter, EL. 5-3000. Arnold Constable Publicity: Hazel Stewart, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 11 1:00 P.M. Luncheon	NEW WOOL FASHIONS AT LUNCHEON SHOW Presentation of knitted fashions for Fall by the Int'l Wool Secretariat, to be featured by Peck & Peck. Press by invitation. Public by reservation. Publicity Int'l Wool Secretariat: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661; for Peck & Peck: Julia English Morse, PL. 8-3100. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	PECK & PECK; INT'L WOOL SECRETARIAT	HOTEL PLAZA TERRACE ROOM
Sept. 15	FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday)		
Monday Sept. 15 1:00 P.M. Luncheon	FUR AND MILLINERY FASHION PRESENTATION Luncheon showing of Ackerman-Blatt's rare furs for Fall and Winter, accompanied by Mary Goodfellow hats, especially created to blend with this collection. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Publicity for Ackerman-Blatt and Mary Goodfellow; Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ACKERMAN-BLATT; MARY GOODFELLOW	ST. REGIS HOTEL ROOF
Wednesday Sept. 17 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Resumption of the regular Wednesday luncheon fashions shows at the Hotel Pierre for the 1947-48 season with a presentation of Gunther's new fur fashions. Press by invitation. Public by reservation. For reservations, contact: "Jack", Cottillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Gunther Publicity: Nona James, Vo. 5-3440.	GUNTHER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 18 9:00 A.M. Breakfast	PRESS BREAKFAST FASHION SHOWING Macy's will have their semi-annual breakfast for the fashion press in the Executive Dining Room, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431; or Terry Mayer, Ext. 2554.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Sept. 18 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Maximilian will present his new fur fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact "Thomas", PL. 3-1740, Ext. 44. Maximilian Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	MAXIMILIAN	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 18 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Showing of new custom-order fashions by D'Laurence Roth during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: D'Laurence Roth, EL. 5-4845. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	D'LAURENCE ROTH (30 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
Saturday Sept. 20- Sept. 27	SECOND POSTWAR NAT'L NOTION WEEK The National Needlecraft Bureau, Inc., will direct promotional activities for the Second postwar National Notion Week. Nationwide promotion is aimed at increasing traffic and sales in the notion departments of retail stores by highlighting these departments and bringing them to the attention of the buying public. Display material will be made available to those stores wishing to participate, and an extensive radio, magazine and newspaper publicity campaign will be handled by the National Needlecraft Bureau, Inc. A window display contest will again be part of the program, with cash awards for the winners in the chain and department store groups. Contact: George Pounder, LE. 2-4455.	NATIONAL NOTION ASSOCIATION	THROUGHOUT THE COUNTRY
Monday Sept. 22 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Presentation of De Pinna's annual Fall Fashion Showing of Spectator Sports, Town and Junior Clothes. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Week of Sept. 22- Sept. 27	SECOND ANNUAL NAT'L SWEATER WEEK Official posters, mats and Sweater Week buttons are available. Publicity: Martin Stern, 60 East 42nd St., VA. 6-0543.	KNITTED OUTERWEAR FOUNDATION	THROUGHOUT THE COUNTRY
Sept. 24	JEWISH DAY OF ATONEMENT -- YOM KIPPUR (Wednesday)		
Tuesday Sept. 30 10:00 A.M. Breakfast	PRESS SHOWING OF NEW FUR COLLECTION Alfred Rainer will present his newest furs to the press during breakfast. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	ALFRED RAINER	17 EAST 55TH ST. SALON

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Monday
August 4 EIGHTH WEEK; STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.
Monday, August 4: Conductor: Alexander Smallens. Soloist: Zino Francescatti, violinist. All-Beethoven Program.

Tuesday, August 5: Conductor: Alexander Smallens. Music by Gluck, Haydn, George Gershwin and Aaron Copland.

Wednesday, August 6: Conductor: Robert Zeller. Soloists: Alicia Markova, Anton Dolin and Ballet Ensemble. Dance performance.

Thursday, August 7: Conductor: Robert Zeller. Soloists: Alicia Markova, Anton Dolin and Ballet Ensemble. Dance performance.

Saturday, August 9: Conductor: Alexander Smallens. Soloists: Eugene Istomin, pianist; Joseph Fuchs, violinist. Music by Mozart, Beethoven and Tchaikovsky.

Publicity: Margaret Hartigan, CI. 6-4462.

Wednesday
August 6 PREMIERE: "WELCOME STRANGE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount Pictures presents a comedy with music about two doctors in a New England town, with Bing Crosby, Barry Fitzgerald, Joan Caulfield, Wanda Hendrix. Produced by Sol C. Siegel, directed by Elliott Nugent. Costumes: Edith Head. Publicity: Edith Stone, BR. 9-8700.

Thursday
August 7 PREMIERE: "GREEN FOR DANGER" (Movie) WINTER GARDEN THEATRE, B'WAY & 50TH ST.
Eagle-Lion Films mystery thriller based on a novel by Christina Brand about a murder committed on the operating table of a hospital, with Trevor Howard, Cally Grey, Rosamund John, Leo Genn, and introducing Alastair Sim. Produced by Frank Launder and Sidney Gilliat; directed by Sidney Gilliat. Publicity: Jerry Pickman, LO. 5-0200.

Wednesday
August 13 PREMIERE: "BLACK NARCISSUS" (Movie) FULTON THEATRE, 46TH ST. W. OF B'WAY
Universal-International release of a J. Arthur Rank production in technicolor written and directed by Michael Powell and Emeric Pressburger. The story concerns a group of English nuns, and features Deborah Kerr, David Farrar, Flora Robson and Sabu. Costumes: Hein Heckroth. Publicity: Al Horwits, CI. 7-7100.

Thursday
August 14 PREMIERE: "THE SECRET LIFE OF WALTER MITTY" (Movie) ASTOR, B'WAY & 45TH ST.
Samuel Goldwyn production, a Technicolor comedy based on a story by James Thurber about a man who becomes a hero to himself in his fantastic dream life. Cast includes Danny Kaye, Virginia Mayo, Boris Karloff and Fay Bainter. Director: Norman McLeod. Costumes: Sharaff. Publicity: Lynn Farnol, CO. 5-4482.

Friday
August 15 PREMIERE: "LIFE WITH FATHER" (Movie) WARNER THEATRE, B'WAY & 51ST ST.
Warner Brothers adaptation of the Howard Lindsay-Russell Crouse play based on Clarence Day's humorous memoirs of life in the Day family. Cast includes William Powell as Father, Irene Dunne as Vinnie, and Jimmy Lydon, and Elizabeth Taylor. Directed by Michael Curtiz, produced by Robert Buckner. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
(THE WARNER THEATRE WAS FORMERLY KNOWN AS THE HOLLYWOOD).

Tuesday
August 19 OPENING: "THE MAGIC TOUCH" INTERNATIONAL THEATRE, COLUMBUS CIRCLE
John Morris Chanin presents a new comedy by Charles Raddock and Charles Sherman, with Howard Smith, Frances Comstock, Lonoy Lewis, Hope Emerson, Sara Anderson and Sid Molton. Directors: Herman Rotsten. Publicity: Marjorie Barkentino, BR. 9-9546.